

Message Text

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ACTION AF-10

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-08 INR-07 LAB-04
NSAE-00 PA-01 SIL-01 PRS-01 DODE-00 PM-04 H-01
L-03 NSC-05 SP-02 SS-15 EUR-12 /075 W
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TO SECSTATE WASHDC 3912
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USIA FOR IAA, IMV, ICS, IPS

E.O. 11652: N/A
TAGS: AFSP, BEXP
SUBJ: SECOND N'DJAMENA ECONOMIC AND COMMERCIAL EXPOSITION:
HOT, DUSTY, AND SUCCESSFUL

REF: NDJAMENA 1296

1. N'DJAMENA EXPOSITION CLOSED APRIL 26 AFTER TEN SUCCESSFUL DAYS DURING WHICH ESTIMATED 50,000 CHADIANS VISITED USG PAVILION. US STAND OFTEN VIRTUALLY UNAPPROACHABLE DUE HEAVY CROWDS. USG AGAIN SINGLED OUT BY VICE PRESIDENT DJIME IN CLOSING CEREMONY AS EXAMPLE SUCCESSFUL INTERNATIONALIZATION OF FAIR, AND US PRESENTED WITH QUOTE DIPLOME D'HONEUR, QUOTE AS WERE TWO OTHER NATIONAL PARTICIPANTS, CENTRAL AFRICAN EMPIRE AND SOVIET UNION.

2. DAILY NEWSHEET, INFOTCHAD, GAVE GOOD COVERAGE US STAND, SAYING THAT STAND SECOND MOST POPULAR EXHIBIT AT FAIR FOLLOWING THAT OF RADIO STATION. (THIS SOMEWHAT SUBJECTIVE ESTIMATE IN OUR OPINION, BUT POLITICALLY JUDICIOUS.) INFOTCHAD PARTICULARLY REMARKED ON TELEVISION VIDEOTAPES AND CLOSED CIRCUIT TV, SAYING THAT CHADIANS WERE QUOTE FASCINATED BY THE AMERICAN WAY
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OF LIFE QUOTE AS DEPICTED IN THE EXHIBIT. USIA-SUPPLIED VIDEO-TAPES PLAYED CONSTANTLY, FEATURED PRESIDENT CARTER INAUGURATION, CHADIAN FOREIGN MINISTER AT UN, TRADE OPPORTUNITIES PROGRAM, ELECTRONIC SUPERMARKET, AND POST-PRODUCED VTRS ON N'DJAMENA ARTISTIC ACTIVITIES. LIGHT BOXES FEATURING PHOTOS OF USIS ACTIVITIES DURING PAST YEAR ALSO POPULAR. AMERICAN JAZZ WAS FEATURED BY DIFFERENT LOCAL LIVE ORCHESTRA EACH EVENING, CULMIN-

ATING WITH CHARI JAZZ, N'DJAMENA'S BEST, FOR FOUR HOURS LAST EVENING. THOUSANDS USIS BROCHURES FEATURING AMERICAN LIFE EXHAUSTED FIRST FEW DAYS, AND SPECIALLY PREPARED USIS LIBRARY BIBLIOGRAPHY ON ECONOMICS AND DEVELOPMENT HOLDINGS SENT SENIOR CHADIAN OFFICIALS AS PART OF US FAIR PROGRAM.

3. CHADIAN OFFICIALS, INCLUDING ACTING FOREIGN MINISTER, MINISTER ECONOMY, MAYOR (WHO REQUESTED SPECIAL TOUR AS HE OTHERWISE UNABLE GET NEAR STAND) WERE HIGHLY COMPLIMENTARY. SMALL SOVIET EXHIBIT, CONSISTING LARGELY OF POLITICAL TRACTS AND AEROFLOT POSTERS IN AREA ABOUT ONE-FIFTH THAT OF US, WAS GRATIFYING DULL, AND PERHAPS SIGNIFICANT THAT NEITHER SOVIET AMBASSADOR NOR OTHER SOVIET EMBASSY REPRESENTATIVE BOTHERED TO SHOW UP FOR CLOSING CEREMONIES ATTENDED BY REST OF DIPLOMATIC CORPS AND SENIOR CHADIAN OFFICIALS.

4. CONOCO/CHAD ALSO HAD WELL PRESENTED EXHIBIT, AND RECEIVED AWARD. EXHIBIT CONSISTED PHOTOS CURRENT AND PAST OPERATIONS, SCHEMATIC DRAWINGS OF GEOLOGICAL STRUCTURES IN CHAD AND OF PROPOSED MINI-REFINERY, AND CHARTS DETAILING CONOCO EXPENDITURES IN CHAD TO DATE (TOTAL \$64 MILLION).

5. PHOTOS OF REF, WHITE, AND BLUE US EXHIBIT, CONSTRUCTED IN TWO WEEKS BY EMB TO USIS DESIGN, BEING FORWARDED. EMB AND USIS BELIEVE BOTH GOT REMENDOUS MILEAGE FROM EXHIBIT. DIRECTOR GENERAL CHAMBER OF COMMERCE (AND PRESIDENT COTONTCHAD, CHAD'S LARGEST COMMERCIAL FIRM) PERSONALLY THANKED PAO AND EMB FOR QUOTE A MAGNIFICENT PAVILION QUOTE AND FOR THEIR QUOTE GREAT CONTRIBUTION TO THE SUCCESS OF THE FAIR. LIMITED OFFICIAL USE

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QUOTE. ONCE AGAIN, WE MOST APPRECIATIVE OF DEPT'S SUPPORT. DWYER

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Message Attributes

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Copy: SINGLE
Sent Date: 29-Apr-1977 12:00:00 am
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